Rep Order# 6838489 Ver# 1 Status New Traffic Order# 6838489 EC'd Yes

Printed: 08/03/2012 8:15 AM **Last Received:** 08/03/2012 8:03 AM

Showing Buylines: All Lines

KTNV-TV LAS VEGAS, NV Station

) .NRCC/IE Advertiser (NRCC IE 2012 **Product**

Estimate# 2957

Buyer Tracey Robinson

Phone# Fax#

) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm Agency Sales Office (

& PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2957

Flight Dates

Hiatus Weeks

09/21/2012 - 09/27/2012

Salesperson Phone# Salesperson FAX#

Salesperson (

215-567-6005 215-567-5938

) PHILADELPHIA

) ANJIE BRADY

1 of 7

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 43,800 PLS CONFIRM ASAP

THANKS, ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|--------|-------------|-----|-----------|----------------|-----|----------|-------------|------------|---------------|----------------|------------|---------|
| Rating | 1 g: 1.0 | F | 5A-6A | ACTION NWS@5AM | :30 | \$225.00 | 09/21-09/21 | 1 | 1 | 1 | \$225.00 | |
| Rating | 2 g: 1.0 | М | 5A-6A | ACTION NWS@5AM | :30 | \$225.00 | 09/24-09/24 | 1 | 1 | 1 | \$225.00 | |
| Rating | | TU | 5A-6A | ACTION NWS@5AM | :30 | \$225.00 | 09/25-09/25 | 1 | 1 | 1 | \$225.00 | |
| Rating | | W | 5A-6A | ACTION NWS@5AM | :30 | \$225.00 | 09/26-09/26 | 1 | 1 | 1 | \$225.00 | |
| Rating | 5 g: 1.0 | TH | 5A-6A | ACTION NWS@5AM | :30 | \$225.00 | 09/27-09/27 | 1 | 1 | 1 | \$225.00 | |
| Rating | | F | 6A-7A | ACTION NWS@6AM | :30 | \$450.00 | 09/21-09/21 | 1 | 1 | 1 | \$450.00 | |
| Rating | 7 g: 1.2 | М | 6A-7A | ACTION NWS@6AM | :30 | \$450.00 | 09/24-09/24 | 1 | 1 | 1 | \$450.00 | |
| Rating | 8 g: 1.2 | TU | 6A-7A | ACTION NWS@6AM | :30 | \$450.00 | 09/25-09/25 | 1 | 1 | 1 | \$450.00 | |

Traffic Order# 6838489 6838489 Ver# 1 Status New

Rep Order# EC'd Yes

08/03/2012 8:15 AM 08/03/2012 8:03 AM

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Printed: 08/ Last Received: 08/0 Showing Buylines: All Lines

| Station KTNV-TV LAS VEGAS, NV Advertiser ().NRCC/IE Product NRCC IE 2012 Estimate# 2957 | | | Agency (& PLA ALEXA Agency C/P1/P2/ | NG Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY | | | | | | | | |
|--|---------------|-------|--------------------------------------|---|-----|--------------------------------|-------------|--|-------|------------------------|------------|---------|
| | Tracey Robins | son | | Flight Dates Hiatus Weeks | | /426/2957 2012 - 09/27/2012 | 2 | Salesperson Phone# Salesperson FAX# | | 215-567-6 215-567-5 | | |
| LT Ln | Day | Time | Program | | Len | Rate | Dates | Spots/Week | Weeks | Total Spots | Total Cost | Daypart |
| 9 Rating: 1.2 | w | 6A-7A | ACTION NWS@6AM | | :30 | \$450.00 | 09/26-09/26 | 1 | 1 | 1 | \$450.00 | |
| 10 Rating: 1.2 | тн | 6A-7A | ACTION NWS@6AM | | :30 | \$450.00 | 09/27-09/27 | 1 | 1 | 1 | \$450.00 | |
| 11 Rating: 1.2 | F | 7A-9A | GD MRN AMR | | :30 | \$450.00 | 09/21-09/21 | 1 | 1 | 1 | \$450.00 | |
| 12 Rating: 1.2 | М | 7A-9A | GD MRN AMR | | :30 | \$450.00 | 09/24-09/24 | 1 | 1 | 1 | \$450.00 | |
| 13 Rating: 1.2 | TU | 7A-9A | GD MRN AMR | | :30 | \$450.00 | 09/25-09/25 | 1 | 1 | 1 | \$450.00 | |
| 14 Rating: 1.2 | W | 7A-9A | GD MRN AMR | | :30 | \$450.00 | 09/26-09/26 | 1 | 1 | 1 | \$450.00 | |
| 15 Rating: 1.2 | тн | 7A-9A | GD MRN AMR | | :30 | \$450.00 | 09/27-09/27 | 1 | 1 | 1 | \$450.00 | |
| 16 Rating: 1.0 | SA | 5A-6A | ACTN NWS SA@5A | | :30 | \$225.00 | 09/22-09/22 | 1 | 1 | 1 | \$225.00 | |
| 17 Rating: 1.7 | SA | 6A-7A | ACTN NWS SA@6A | | :30 | \$450.00 | 09/22-09/22 | 2 | 1 | 2 | \$900.00 | |
| 18 Rating: 1.2 | SA | 8A-9A | ACTN NWS SA@8A | | :30 | \$450.00 | 09/22-09/22 | 1 | 1 | 1 | \$450.00 | |
| 19 Rating: 1.2 | SU | 5A-6A | ACTN NWS SU@5A | | :30 | \$225.00 | 09/23-09/23 | 2 | 1 | 2 | \$450.00 | |

Rep Order# 6838489 Ver# 1 Status New Traffic Order# 6838489 EC'd Yes

der# 6838489 Printed: Last Received: 08/03/2012 8:15 AM 08/03/2012 8:03 AM 3 of 7

Showing Buylines: All Lines

| Advertiser Product Estimate# | NV-TV LAS ().NRC NRCC IE 201 2957 | C/IE 2 | | Agency (| ING Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY Salesperson Phone# 215-567-6005 | | | | | | | |
|------------------------------|---|-----------|----------------|--------------|---|----------|-------------|------------|-------|----------------|------------|---------|
| Phone# Fax# | | | | Hiatus Weeks | Salesperson | | 215-567-5 | | | | | |
| LT Ln | Day | Time | Program | | Len | Rate | Dates | Spots/Week | Weeks | Total Spots | Total Cost | Daypart |
| 20 Rating: 1.4 | su | 6A-7A | ACTN NWS SU@6A | | :30 | \$450.00 | 09/23-09/23 | 1 | 1 | 1 | \$450.00 | |
| 21 Rating: 1.6 | SU | 8A-9A | ACTN NWS SU@8A | | :30 | \$450.00 | 09/23-09/23 | 2 | 1 | 2 | \$900.00 | |
| 22 Rating: 1.5 | F | 11A-12P | ACTN NEWS@11AM | | :30 | \$450.00 | 09/21-09/21 | 1 | 1 | 1 | \$450.00 | |
| 23 Rating: 1.5 | М | 11A-12P | ACTN NEWS@11AM | | :30 | \$450.00 | 09/24-09/24 | 1 | 1 | 1 | \$450.00 | |
| 24 Rating: 1.5 | TU | 11A-12P | ACTN NEWS@11AM | | :30 | \$450.00 | 09/25-09/25 | 1 | 1 | 1 | \$450.00 | |
| 25 Rating: 1.5 | W | 11A-12P | ACTN NEWS@11AM | | :30 | \$450.00 | 09/26-09/26 | 1 | 1 | 1 | \$450.00 | |
| 26 Rating: 1.5 | TH | 11A-12P | ACTN NEWS@11AM | | :30 | \$450.00 | 09/27-09/27 | 1 | 1 | 1 | \$450.00 | |
| 27 Rating: 1.6 | F | 4P-5P | JUDGE JUDY | | :30 | \$400.00 | 09/21-09/21 | 2 | 1 | 2 | \$800.00 | |
| 28 Rating: 1.6 | М | 4P-5P | JUDGE JUDY | | :30 | \$400.00 | 09/24-09/24 | 2 | 1 | 2 | \$800.00 | |
| 29 Rating: 1.6 | TU | 4P-5P | JUDGE JUDY | | :30 | \$400.00 | 09/25-09/25 | 2 | 1 | 2 | \$800.00 | |
| 30 Rating: 1.6 | W | 4P-5P | JUDGE JUDY | | :30 | \$400.00 | 09/26-09/26 | 2 | 1 | 2 | \$800.00 | |

Rep Order# 6838489 Ver# 1 Status New Traffic Order# 6838489 EC'd Yes

Printed: Last Received: 08/03/2012 8:15 AM 08/03/2012 8:03 AM 4 of 7

Showing Buylines: All Lines

| Advertiser (Product 1 Estimate# 2 |) .NRC NRCC IE 2012 2957 | 2 | | & PLA ALEX Agency C/P1/P2 | | NG Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY Salesperson Phone# 215-567-6005 | | | | | | |
|------------------------------------|--------------------------------|-----------|----------------|--|-----|--|-------------|------------------|-------|------------------------|------------|---------|
| Buyer Tracey Robinson Phone# Fax# | | | | Flight Dates 09/21/2012 - 09/27/2012 Hiatus Weeks | | | | Salesperson FAX# | | 215-567-6 215-567-5 | | |
| LT Ln | Day | Time | Program | | Len | Rate | Dates | Spots/Week | Weeks | Total Spots | Total Cost | Daypart |
| 31 Rating: 1.6 | TH | 4P-5P | JUDGE JUDY | | :30 | \$400.00 | 09/27-09/27 | 2 | 1 | 2 | \$800.00 | |
| 32 Rating: 1.9 | F | 5P-530P | ACTION NWS@5PM | | :30 | \$500.00 | 09/21-09/21 | 1 | 1 | 1 | \$500.00 | |
| 33 Rating: 1.9 | М | 5P-530P | ACTION NWS@5PM | | :30 | \$500.00 | 09/24-09/24 | 1 | 1 | 1 | \$500.00 | |
| 34 Rating: 1.9 | TU | 5P-530P | ACTION NWS@5PM | | :30 | \$500.00 | 09/25-09/25 | 1 | 1 | 1 | \$500.00 | |
| 35 Rating: 1.9 | W | 5P-530P | ACTION NWS@5PM | | :30 | \$500.00 | 09/26-09/26 | 1 | 1 | 1 | \$500.00 | |
| 36 Rating: 1.9 | TH | 5P-530P | ACTION NWS@5PM | | :30 | \$500.00 | 09/27-09/27 | 1 | 1 | 1 | \$500.00 | |
| 37 Rating: 1.8 | М | 529P-530P | ABC NWS ADJ | | :30 | \$1,000.00 | 09/24-09/24 | 1 | 1 | 1 | \$1,000.00 | |
| 38 Rating: 1.8 | W | 529P-530P | ABC NWS ADJ | | :30 | \$1,000.00 | 09/26-09/26 | 1 | 1 | 1 | \$1,000.00 | |
| 39 Rating: 1.5 | F | 6P-7P | ACTION NWS@6PM | | :30 | \$750.00 | 09/21-09/21 | 2 | 1 | 2 | \$1,500.00 | |
| 40 Rating: 1.5 | M | 6P-7P | ACTION NWS@6PM | | :30 | \$750.00 | 09/24-09/24 | 2 | 1 | 2 | \$1,500.00 | |
| 41 Rating: 1.5 | TU | 6P-7P | ACTION NWS@6PM | | :30 | \$750.00 | 09/25-09/25 | 2 | 1 | 2 | \$1,500.00 | |

Rep Order# 6838489 Ver# 1 Status New Traffic Order# 6838489 EC'd Yes

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Showing Buylines: All Lines

| Station KTNV-TV LAS VEGAS, NV Advertiser ().NRCC/IE Product NRCC IE 2012 Estimate# 2957 | | | Agency () & PLAG ALEXA Agency C/P1/P2/I | IING Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY | | | | | | | | |
|--|------------------------------|-----------|---|---|----------------------------|----------|------------------------|------------|-------|----------------|------------|---------|
| Buyer Phone# Fax# | Buyer Tracey Robinson Phone# | | | Flight Dates Hiatus Weeks | Salesperson Salesperson | | 215-567-6 215-567-5 | | | | | |
| LT Ln | Day | Time | Program | | Len | Rate | Dates | Spots/Week | Weeks | Total Spots | Total Cost | Daypart |
| 42 Rating: 1. | Ж 5 | 6P-7P | ACTION NWS@6PM | | :30 | \$750.00 | 09/26-09/26 | 2 | 1 | 2 | \$1,500.00 | |
| 43 Rating: 1. | TH 5 | 6P-7P | ACTION NWS@6PM | | :30 | \$750.00 | 09/27-09/27 | 2 | 1 | 2 | \$1,500.00 | |
| 44 Rating: 1. | SU 8 | 6P-630P | ACTION NWS@6PM | | :30 | \$500.00 | 09/23-09/23 | 1 | 1 | 1 | \$500.00 | |
| 45 Rating: 1. | F 2 | 7P-730P | ACCESS HOLLYWD | | :30 | \$400.00 | 09/21-09/21 | 1 | 1 | 1 | \$400.00 | |
| 46 Rating: 1. | M 2 | 7P-730P | ACCESS HOLLYWD | | :30 | \$400.00 | 09/24-09/24 | 1 | 1 | 1 | \$400.00 | |
| 47 Rating: 1. | TU 2 | 7P-730P | ACCESS HOLLYWD | | :30 | \$400.00 | 09/25-09/25 | 1 | 1 | 1 | \$400.00 | |
| 48 Rating: 1. | W 2 | 7P-730P | ACCESS HOLLYWD | | :30 | \$400.00 | 09/26-09/26 | 1 | 1 | 1 | \$400.00 | |
| 49 Rating: 1. | TH 2 | 7P-730P | ACCESS HOLLYWD | | :30 | \$400.00 | 09/27-09/27 | 1 | 1 | 1 | \$400.00 | |
| 50 Rating: 1. | F 2 | 730P-8P | MILLIONAIRE | | :30 | \$400.00 | 09/21-09/21 | 1 | 1 | 1 | \$400.00 | |
| 51 Rating: 1. | M 2 | 730P-8P | MILLIONAIRE | | :30 | \$400.00 | 09/24-09/24 | 1 | 1 | 1 | \$400.00 | |
| 52 Rating: 1. | TU 2 | 730P-8P | MILLIONAIRE | | :30 | \$400.00 | 09/25-09/25 | 1 | 1 | 1 | \$400.00 | |

| Rep Order# | 6838489 | Ver# | 1 | Status New | Traffic Order# 6838489 |
|------------|---------|------|---|------------|------------------------|
| EC'd Yes | | | | | |

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08/03/2012 8:15 AM 08/03/2012 8:03 AM

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| Advertiser ().NRCC/IE Product NRCC IE 2012 Estimate# 2957 | | | | | & PLA ALEX Agency C/P1/P2 / | NG Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY | | | | | | | |
|--|-------------|-----|-----------------|--|--|---|------------|----------------------------|------------|------------------------|----------------|------------|---------|
| Buyer Phone# Fax# | e# | | | Flight Dates 09/21/2012 - 09/27/2012 Hiatus Weeks | | | | Salesperson Salesperson | | 215-567-6 215-567-5 | | | |
| LT | Ln | Day | Time | Program | | Len | Rate | Dates | Spots/Week | Weeks | Total Spots | Total Cost | Daypart |
| Rating: | 53 1.2 | ₩ | 730P-8P | MILLIONAIRE | | :30 | \$400.00 | 09/26-09/26 | 1 | 1 | 1 | \$400.00 | |
| Rating: | 54 | TH | 730P-8P | MILLIONAIRE | | :30 | \$400.00 | 09/27-09/27 | 1 | 1 | 1 | \$400.00 | |
| Rating: | 55 5.8 | М | 10P-11P | CASTLE PREMIER | | :30 | \$5,000.00 | 09/24-09/24 | 1 | 1 | 1 | \$5,000.00 | |
| Rating: | 56 2.6 | F | 11P-1135P | ACTION NWS@11P | | :30 | \$1,200.00 | 09/21-09/21 | 1 | 1 | 1 | \$1,200.00 | |
| Rating: | 57 : 2.6 | TU | 11P-1135P | ACTION NWS@11P | | :30 | \$1,200.00 | 09/25-09/25 | 1 | 1 | 1 | \$1,200.00 | |
| Rating: | 58 2.6 | W | 11P-1135P | ACTION NWS@11P | | :30 | \$1,200.00 | 09/26-09/26 | 1 | 1 | 1 | \$1,200.00 | |
| Rating: | 59 : 2.6 | ТН | 11P-1135P | ACTION NWS@11P | | :30 | \$1,200.00 | 09/27-09/27 | 1 | 1 | 1 | \$1,200.00 | |
| Rating: | 60 | F | 1135P- 1205A | ABC-NITELINE | | :30 | \$450.00 | 09/21-09/21 | 1 | 1 | 1 | \$450.00 | |
| Rating: | 61 | М | 1135P- 1205A | ABC-NITELINE | | :30 | \$450.00 | 09/24-09/24 | 1 | 1 | 1 | \$450.00 | |
| Rating: | 62 | TU | 1135P- 1205A | ABC-NITELINE | | :30 | \$450.00 | 09/25-09/25 | 1 | 1 | 1 | \$450.00 | |
| Rating: | 63 | W | 1135P- 1205A | ABC-NITELINE | | :30 | \$450.00 | 09/26-09/26 | 1 | 1 | 1 | \$450.00 | |

Rep Order# 6838489 Status New Traffic Order# 6838489 **Printed:** 08/03/2012 8:15 AM 7 of 7 Ver# 1 EC'd Yes **Last Received:** 08/03/2012 8:03 AM

Len

:30

Showing Buylines: All Lines

Spots/Week # of

1

1

Total Cost

\$450.00

Daypart

Total

1

) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm Agency

& PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY

Agency C/P1/P2/E 155/426/2957 Flight Dates 09/21/2012 - 09/27/2012 Salesperson Phone# 215-567-6005

Dates

Hiatus Weeks Salesperson FAX# 215-567-5938

09/27-09/27

Weeks Spots ____ ______

\$450.00

Rate

TH 1205A Rating: 1.3

Day

KTNV-TV LAS VEGAS, NV

) .NRCC/IE

Time

1135P-

Program

ABC-NITELINE

NRCC IE 2012

Tracey Robinson

2957

---REPORT TOTALS---

Station

Product

Buver

Fax# LT

Phone#

Estimate#

Ln

64

Advertiser

Report Totals: 77 / \$43,800.00

---SALES MONTHLY TOTALS---

Sep 12: 77 / \$43,800.00

Sales Totals: 77 / \$43,800.00 Station Totals: 77 / \$43,800.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$219,000 KBLR 0% KLAS 20% KSNV 29% KTNV 20% KTUD 0 % KVCW 0 % KVMY 3% 28% KVVU

--- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

NOV10, MAY11, ENOV11 Books

RA35+ Demos

--- CREDIT RISK ---

CASH IN ADVANCE